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**For Immediate Release**

**International Spirits & Liquor Competition PR%F Awards Selects  
Tivoli Village in Las Vegas as the Competition Judging Site  
June 2019**

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LAS VEGAS – May 2, 2019 – The **PR%F Awards** and **PR%F Design Distinction Awards** have selected Tivoli Village, a fashionable outdoor shopping plaza with a unique mix of retailers ranging from national brands to one-of-a-kind boutiques & restaurants, as the site for the competition headquarters set for June 16-18, 2019.

The **PR%F Awards** will take place at Tivoli Village with a prestigious panel of expert judges that are regarded as the leaders in the spirits and liquor industries. Each play a pivotal role as decision-makers for domestic/international distribution, retail and purchasing. **All spirits are evaluated in NEAT, our official judging glass, scientifically designed to deliver the best aromas for evaluation and enjoyment.**

The sequestered and private judging process is 100% double-blind for the preliminary rounds (with bronze, silver, gold, double-gold and century categories) all the way to the final sweepstakes which determines Best of Show winners in each main category. All 100-point perfect-scoring brands will become the honored recipient of the Century Distinction by the **PR%F Awards**. Visitors of Tivoli can sneak a glance behind the retail glass at the judges who will be tasting, calculating and awarding medals and accolades to the newest emerging brands, while marketing and creative experts will be judging labels, bottles and spirits packaging.

Following the competition, a selection of Tivoli Village restaurants and bars will honor the gold, double-gold and Century winners with specialty handcrafted cocktails for purchase.

“We selected Tivoli Village because of its beautiful atmosphere that transports our judges to different areas of the world just by strolling down its grounds,” said Michael Politz, publisher of *Food and Beverage Magazine*, and curator of the F & B Podcasts Network – co presenting sponsors of the PR%F Awards platform. “The mixture of restaurants, both nationally recognized to boutique one-of-a-kind eateries make this a perfect experience for our emerging brands to enter a new scene.”

Politz is not the only one that is ecstatic in regards to the news of hosting the awards at Tivoli Village, as they have been implementing some changes of their own to the local food & beverage scene.

“We are thrilled to host such a prestigious awards program at Tivoli Village, especially with the big changes coming this Summer with our food and beverage scene,” said Andrea Schubert, Tivoli Village Assistant General Manager. “This will allow those who may not be already familiar with our current culinary landscape to experience what we have to offer, and become informed of what’s to come in the near future for Tivoli.”

Tivoli Village’s robust culinary environment offers something for everyone, making it a one-stop-shop when it comes to cocktail programs such as this.

“Tivoli Village is a perfect environment for our tasting judges and marketing judges to have a private area to judge and at the same time, create excitement with the public who can stroll by and be a part of the experience from behind the glass,” said Michele Tell, executive director of PR%F Awards. “It is the ideal environment for the upcoming PR%F Awards competition, and we are pleased to announce this partnership,” she said.

**The PR%F Design Distinction Awards** will be held simultaneously to honor the best and most creative and powerful labels, packaging and point-of-sale program headed by top advertising, marketing and design experts from across the United States.

Following the three-day tasting and design competitions, the private, unedited and unbiased “tasting notes” on each entry will be provided to all entrants casting insights from all members on each the panel.

The 2019 **PR%F Awards** is presented by *Food & Beverage Magazine* (10 million monthly readers noted by Amazon’s Alexa rating system, and noted as the most progressive resource in the F&B industry); the medal winners will be announced and showcased in several upcoming issues of *Food & Beverage Magazine* starting July 2019 as well as broadcasted on Food & Beverage Podcasts Network.

In addition to receiving decorative medals and honors/certification, and a comprehensive marketing package, the selection of winners will be included in an extensive visibility program, including a detailed press distribution campaign to industry trades, and will also be showcased to a variety of distributors and industry experts via trade shows, podcast broadcasts, press

distribution and social media. For more information on the awards, visit

[www.proofawards.com](http://www.proofawards.com)

### **About Tivoli Village**

From dancing in the streets to yoga on the Piazza, old-world elegance blends seamlessly with today's active lifestyle at Tivoli Village. Anchored by Restoration Hardware's RH Las Vegas, The Gallery at Tivoli Village, the outdoor center is complemented by a curated-collection of retailers ranging from luxury brands to one-of-a-kind boutiques. Enticing restaurants range from local favorite, Echo & Rig Butcher and Steakhouse, to national standout, Brio Tuscan Grille, while David Barton Gym and Dance With Me serve as upscale experiential destinations beyond traditional retail and dining options.

Located in one of the most affluent sections of Southern Nevada, Tivoli Village is 15 minutes from the Las Vegas Strip, conveniently situated near the Summerlin Parkway. The center proudly boasts 370,000 square feet of retail and restaurants and 300,000 square feet of Class A office space. Complimentary valet and covered parking are provided. Restaurant and store hours vary. Tivoli Village is located at 400 S. Rampart, Las Vegas, Nev 89145.

[www.tivolivillagelv.com](http://www.tivolivillagelv.com)

### **About The PR%F Awards and PR%F Design Distinction Awards**

The PR%F Awards is the premiere spirits awards program and PR%F Awards Design Distinctions is headquartered at 3900 Hualapai Avenue, Las Vegas, Nev. 89123. The competition will be held June 16-18, 2019. [www.proofawards.com](http://www.proofawards.com)

### **About Food & Beverage Magazine**

**Food & Beverage Magazine** is the premiere worldwide destination multi-platform medium for global restaurants and hospitality, ideas trends, and quality – located at 1930 Village Center Circle, #3197, Las Vegas, Nev., 89134 [www.fb101.com](http://www.fb101.com)

### **About Food & Beverage Podcast Network**

**Food and Beverage Magazine** is expanding its universal multi-medium platform to include the new **Food & Beverage Podcast Network** featuring dozens of modern podcasts designed to give the discerning foodie a new group of “in your face restaurant & beverage gurus” to feast on. Current top shows include: A Fork on the Road with Comedian Mark DeCarlo and James Beard Award-Winning foodie host Jennifer English; The Art Mann Podcast – world renowned expert in drunken travel; Rogues on the Road Matt “the science teacher turned distiller” & Rich the “Brit” discuss food, travel, booze and everything in between; The Hangover Takeover with The Standby Gypsy & Juju the Model host a podcast with off-the-cuff banter on today's headlines over drinks. [www.fbpodcasts.com](http://www.fbpodcasts.com)

### **About Good Spirits**

Good Spirits Distributing is a premiere distributor in Las Vegas and Reno, Nev. specializing in craft spirits, beer & wine located in Las Vegas at 880 Wigwam Parkway, Suite 130, Henderson, Nev 89014. [www.goodspiritsdist.com](http://www.goodspiritsdist.com)

### **About Constellation Catering**

Constellation Catering is a progressive full-service liquor catering & special events company in Southern Nevada and holds liquor and alcohol concession licenses in Las Vegas, Clark County, Henderson and North Las Vegas. [www.constellationcatering.com](http://www.constellationcatering.com)

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